

How Infinite CBD is converting 7.1% more visitors into buyers

81%

Shoppers feel more confident when purchasing

89%

Shoppers are more likely to purchase again

20x

Increase in ROI

"With much uncertainty in the Cannabis/CBD industry, implementing the Norton Shopping Guarantee allows us the opportunity to increase customer confidence and satisfaction."

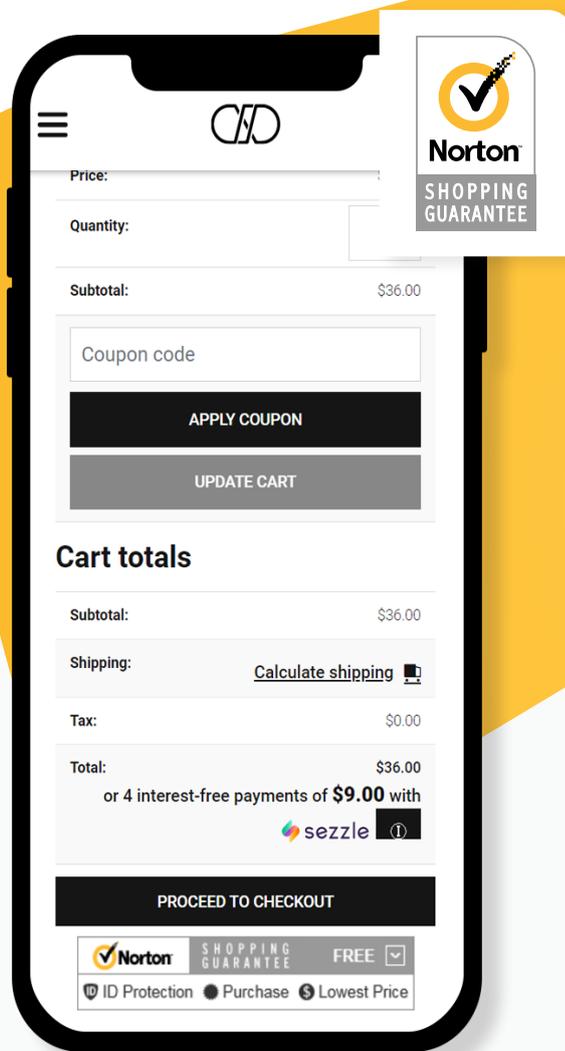
Stephen Ryan, Owner Infinite CBD

Dedicated to improving the world's quality of life with a natural substance our bodies are built to consume, Infinite CBD was born. Their dream is to educate the public on CBD's medical benefits and provide high quality, affordable products for better health. Instead of using CBD oil as many suppliers do, Infinite CBD chose to use a superior CBD isolate with terpenes to produce higher quality products. They sell products ranging from topical creams to capsules, and edible gummies to soap, for any type of injury or ailment.

Aside from providing high quality and affordable products, Infinite CBD truly cares about CBD users and the CBD industry as a whole. To do so, they provide education on the human endocannabinoid system and how CBD works directly within this part of the body to help you achieve homeostasis.

Infinite CBD tells the stories of their shoppers whose lives have improved greatly after using Infinite CBD products. From curing insomnia and anxiety to reducing joint pain and inflammation, CBD can do it all. Infinite CBD tells these stories because they're not just about selling products, but about changing the lives of their shoppers.

Because CBD can be seen as part of the cannabis industry, Infinite CBD knew they had an uphill battle to show their customers they are trustworthy and reputable, and that their products do not contain THC. They knew that one way to better improve shopper confidence and instill trust would be to utilize a shopping guarantee. They found Norton Shopping Guarantee to be the best option that was low maintenance and high reward.



Company Profile

Site: www.InfiniteCBD.com

Specialty: CBD and Nano CBD Products

Headquarters: Lakewood, Colorado

Employees: < 100

eCommerce Platform: WooCommerce

Key Challenges

- Increase shopper trust and confidence
- Increase conversion rates

Solution

Norton Shopping Guarantee

Benefits

- 7.1% increase in conversions
- 20x ROI
- 81% of buyers feel more confident when making a purchase
- 89% of buyers are likely to shop at the store again

Converting 7.1% More Shoppers Into Buyers

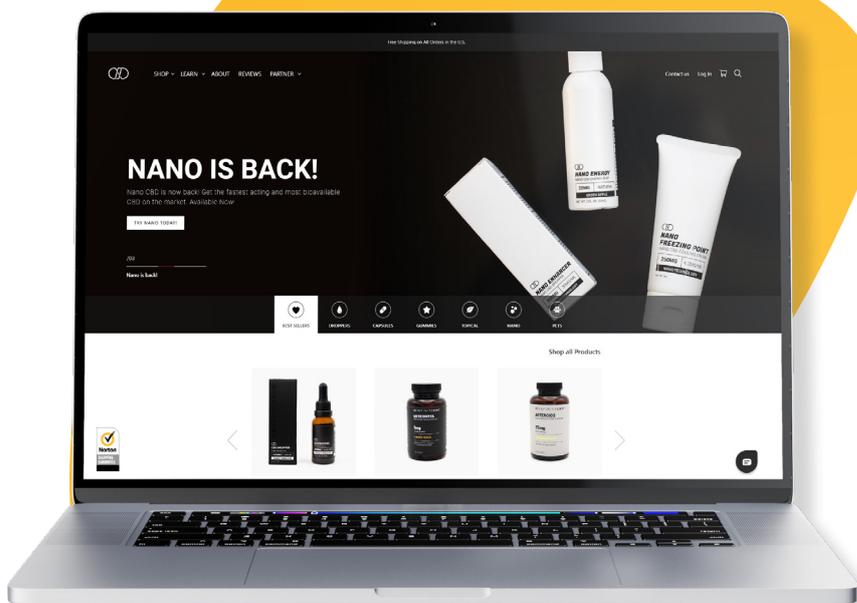
It's hard to ignore the immense positive impact that Norton Shopping Guarantee has on Infinite CBD shoppers. On the conversion end, they've seen a whopping 7.1% increase in conversions as of June 2019.

About adding the Norton Shopping Guarantee, Ali Munk, Director of PR for Infinite CBD, said, "Trust matters to us. We care about how our shoppers see us and if they feel comfortable buying from us. Norton Shopping Guarantee has allowed our customers to feel that trust we've been searching for when buying with us." Ali praised the Norton Shopping Guarantee system for being easy to use and implement onto their website — once it's set, you're good to go.



Trust matters to us. We care about how our shoppers see us and if they feel comfortable buying from us. Norton Shopping Guarantee has allowed our customers to feel that trust we've been searching for when buying with us.

Ali Munk
Director of PR



7.1%
Increase in
Conversion Rate

89%
Of Buyers More
Likely to Return

20:1
Return on
Investment



We are excited to offer this level of security to all customers looking to purchase CBD products. With much uncertainty in the Cannabis/CBD industry, implementing the Norton Shopping Guarantee allows us the opportunity to increase customer confidence and satisfaction.

Stephen Ryan
Owner

Satisfied Shoppers **Return**

With the added trust of the Norton Shopping Guarantee, shoppers can feel confident their purchases will be protected and that Infinite CBD truly cares about their purchase safety. In terms of building trust, 81% of shoppers said that they had increased confidence in shopping with Infinite CBD, and 89% said they will become repeat buyers. Clearly, the numbers show this not only increases overall conversions, but repeat shoppers. Infinite CBD has already seen a positive response from their customers after implementing the shopping guarantee. Here is what a few customers had to say:

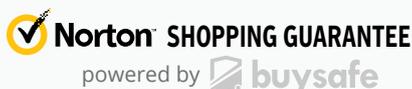
"I appreciate the guarantee when placing my order, and I have tried a few of your products and can't wait to try more."

"Thank you for the great guarantee! This is my first time buying your product and after doing some research you definitely seem to be the best!"

"I have used this service before and gives me confidence in being a first time buyer from you. Thanks for looking out for your customers!"

Infinite CBD Owner Stephen Ryan says, "We are excited to offer this level of security to all customers looking to purchase CBD products. With much uncertainty in the Cannabis/CBD industry, implementing the Norton Shopping Guarantee allows us the opportunity to increase customer confidence and satisfaction."

Interested in increasing your online sales by offering a shopping guarantee? Get started with Norton Shopping Guarantee today at www.norton.buysafe.com or reach out to our team for a demo at sales@nortonshoppingguarantee.com



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